

ORDER



Orders
Order / Rev: 201710
Alt Order #: 06844960
Product Desc: 9/11-9/17 PRIORITIES USA
Estimate: 1560
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	13	\$3,400.00	\$2,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$3,400.00	\$2,890.00	0.00
Totals	13	\$3,400.00	\$2,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	8%	\$3,400.00
Market	100%	\$42,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$14,025.00
WGNT	6%	\$2,550.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$9,775.00
WTVZ	4%	\$1,700.00
WVEC	26%	\$11,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/12/12	09/12/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----			1			\$100.00		0.00			
E 2	WVBT	09/13/12	09/13/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

Order / Rev: 201710
 Alt Order #: 06844960
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: POL/Priorities USA Action
 Product Desc: 9/11-9/17 PRIORITIES USA
 Estimate: 1560
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$100.00		0.00			
E 3	WVBT	09/14/12	09/14/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$100.00		0.00			
E 4	WVBT	09/17/12	09/17/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$100.00		0.00			
E 5	WVBT	09/12/12	09/12/12	M-F 4-5p M-F 4-5p	CM	4-5p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$250.00		0.00			
E 6	WVBT	09/13/12	09/13/12	M-F 4-5p M-F 4-5p	CM	4-5p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$250.00		0.00			
E 7	WVBT	09/14/12	09/14/12	M-F 4-5p M-F 4-5p	CM	4-5p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$250.00		0.00			
E 8	WVBT	09/17/12	09/17/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$250.00		0.00			
E 9	WVBT	09/13/12	09/13/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$250.00		0.00			
E 10	WVBT	09/17/12	09/17/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$250.00		0.00			
E 11	WVBT	09/12/12	09/12/12	M-F 6-7p Maury Povich	CM	6-7p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$250.00		0.00			
E 12	WVBT	09/17/12	09/17/12	M-F 6-7p Maury Povich	CM	6-7p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$250.00		0.00			
E 13	WVBT	09/15/12	09/15/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,000.00		0.00			
													Totals	13	\$3,400.00